

GOVERNMENT OF ANDHRA PRADESH

**ABSTRACT**

YAT & C (PMU) Department – Tourism Promotion – Payment of Rs.1,00,000/- towards publishing an advertisement in ITB 2013 Special Magazine “India & You” in the month of March, 2013 regarding A.P. Tourism – Orders – Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 479

Dated 19.06.2013

Read the following:-

1. From the Joint Secretary, Ministry of Tourism, Government of India, New Delhi, D.O.Lr.No.15-OM(35)/12, Dt.07.12.2012.
2. Government Letter No.2400/PMU/A(2)/2013, YAT & C (PMU) Department, Dated 05.02.2013.
3. From M/s. Lavanya Media Private Limited, Chennai, Invoice No. DL 227, Dated 07.03.2013.

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**ORDER:-**

In the reference 1<sup>st</sup> read above, Ministry of Tourism, Government of India has informed that it is participating in the International Tourism Bourse (ITB) 2013 to be held in Berlin, Germany from 6<sup>th</sup> to 10<sup>th</sup> March, 2013 and invited the Tourism Department, Government of Andhra Pradesh at ITB, 2013. Accordingly, Andhra Pradesh Tourism has taken 40 square meters stall space for promotion of Tourism destinations of Andhra Pradesh.

2. In the reference 2<sup>nd</sup> read above, Government has issued work order to M/s. Lavanya Media Private Limited, Chennai duly requesting them to publish an advertisement in ITB 2013 Special Magazine “India & You” in the month of March, 2013 regarding A.P. Tourism.

3. In the reference 3<sup>rd</sup> read above, M/s. Lavanya Media Private Limited, Chennai has submitted bills for an amount of Rs.1,00,000/- (Rupees one lakh only) towards publishing an advertisement in ITB 2013 Special Magazine “India & You” in the month of March, 2013 regarding A.P. Tourism and requested for payment.

4. Government after careful examination of the matter hereby sanction an amount of Rs.1,00,000/- (Rupees One Lakh Only) to M/s. Lavanya Media Private Limited, Chennai towards publishing an advertisement in ITB 2013 Special magazine “India & You” in the month of March, 2013 regarding A.P. Tourism.

5. The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan, 13- Tourism PMU, 260-Advertisements, Sales and Publicity Expenses”

p.t.o

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to M/s. Lavanya Media Private Limited, Chennai. The details of the bank account is as follows:

Bank Name	:	Bank of India
Branch Name	:	Thousand Lights, Chennai
Bank A/c No	:	800620110000242
IFSC Code	:	BKID0008006

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department  
M/s. Lavanya Media Private Limited, 1<sup>st</sup> Floor, Vedagiri Street,  
Chintadripet, Chennai – 600 002.

**Copy to:**

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.  
The YAT & C (PMU - Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER